

Uninsured
Quit Line Data Summary
January 1 - March 31, 2004

	Uninsured	State
Number of Calls to Quit Line	N = 589	N = 3,363
Percent of Statewide Calls	29.4%	100.0%
Percent of State Population in County¹	NA	100.0%
	Uninsured %	State %
Gender	N = 582	N = 2,906
Female	56.4%	64.2%
Male	43.6%	35.8%
Race/Ethnicity	N = 559	N = 2,468
People of Color	13.1%	13.1%
White	86.9%	86.9%
Age	N = 586	N = 2,642
Less than 18 years old	0.0%	1.1%
18 - 24 years old	18.4%	15.2%
25 - 34 years old	23.9%	23.1%
35 - 44 years old	26.8%	24.6%
45 years and older	30.9%	36.0%
Education	N = 582	N = 2,581
Did not graduate high school	17.0%	19.0%
High school graduate	40.0%	36.0%
Some college/vocational school	34.4%	36.4%
College graduate	8.6%	8.6%
Caller Type	N = 584	N = 3,052
General Information	0.2%	12.6%
Health care provider	0.0%	3.6%
Tobacco user	99.8%	83.8%
Payer Type	N = 589	N = 2,005
Uninsured	100.0%	29.4%
Heard About	N = 504	N = 2,412
Past caller	13.9%	15.7%
Employer/worksites	1.6%	1.2%
Health care provider	25.6%	31.8%
Television	9.9%	11.9%
Outdoor advertisement (billboard/bus/wall)	3.8%	1.8%
Targeted mailing	0.0%	0.1%
Great Start	0.2%	0.2%
Radio	1.8%	1.8%
Newspaper/Magazine	0.2%	0.7%
Brochure/Newsletter	6.0%	5.4%
Family or friend	31.5%	22.7%
Health Department	5.0%	5.4%
School	0.6%	1.4%